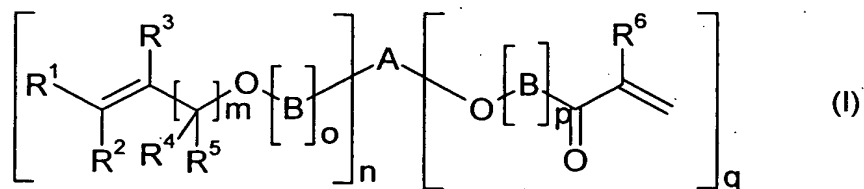


We claim:-

1. A (meth)acrylic ester of an alkoxyated unsaturated polyol ether of the general formula I



where

- R^1, R^2, R^3, R^4 and R^5 are each independently hydrogen or C_1 to C_6 alkyl, of which C_3 to C_6 alkyl may be branched or unbranched,

R^6 is hydrogen or methyl,

- m is an integer from 0 to 10,

n is an integer from 1 to 5,

o is an integer from 0 to 100,

- p is an integer from 2 to 100,

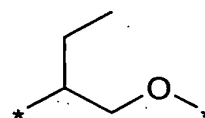
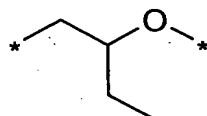
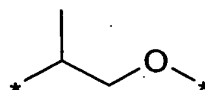
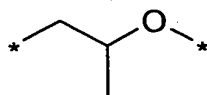
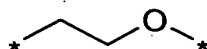
q is an integer from 1 to 5 and

- A is C_3 to C_{20} alk($n+q$)yl or C_3 to C_{20} heteroalk($n+q$)yl,

the sum total of n and q is an integer from 3 to 10, and

B represents identical or different radicals selected from the group consisting of

36



where * identifies the positions of attachment.

- 5 2. The (meth)acrylic ester of an alkoxyated unsaturated polyol ether of the general formula I according to claim 1 where

R^1, R^2, R^3, R^4 and R^5 are each hydrogen,

10 R^6 is hydrogen or methyl,

m 0 or 1,

n is an integer from 1 to 3,

15 o is an integer from 0 to 20,

p is an integer from 3 to 40

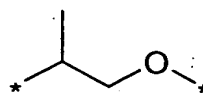
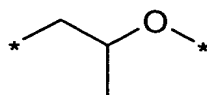
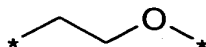
20 q is an integer from 1 to 3 and

A C_3 to C_{10} alk(n+q)yl,

the sum total of n and q is an integer from 3 to 5, and

25 B represents identical or different radicals selected from the group consisting of

37



where * identifies the positions of attachment.

- 5 3. The (meth)acrylic ester of an alkoxyated unsaturated polyol ether of the general formula I according to claim 1 where

R^1, R^2, R^3, R^4 and R^5 are each hydrogen,

10 R^6 is hydrogen or methyl,

m is 1,

n is 1 or 2,

15

o is 0,

p is an integer from 5 to 20,

20

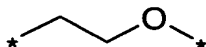
q is 1 or 2,

A is C_3 - to C_6 alk($n+q$)yl,

the sum total of n and q is 3, and

25

B is



30

where * identifies the positions of attachment.

4. A process for preparing the (meth)acrylic ester of an alkoxyated unsaturated polyol ether according to any of claims 1 to 3, comprising the steps of

- a) reacting the alkoxyated unsaturated polyether with (meth)acrylic acid in the presence of at least one esterification catalyst and of at least one polymerization inhibitor and optionally of a water-azeotroping solvent to form the (meth)acrylic ester of the unsaturated polyol ether,
 - 5 b) optionally removing from the reaction mixture some or all of the water formed in a), during and/or after a),
 - c) optionally neutralizing the reaction mixture,
 - d) when a solvent was used, optionally removing this solvent.
- 10 5. A swellable hydrogel-forming polymer comprising a copolymerized internal crosslinker of the general formula I according to claim 1 to 3.
 6. A process for preparing a crosslinked swellable hydrogel-forming polymer according to claim 5, which comprises polymerizing an aqueous mixture
 - 15 comprising a hydrophilic monomer, optionally at least one further monoethylenically unsaturated compound, at least one (meth)acrylic ester of alkoxyated unsaturated polyol ethers, at least one free-radical initiator and optionally also at least one grafting base, and optionally the reaction mixture obtained being postcrosslinked, dried and brought to the desired particle size.
 - 20 7. The use of a crosslinked swellable hydrogel-forming polymer according to claim 5 for manufacturing a hygiene article.
 8. A hygiene article comprising a crosslinked swellable hydrogel-forming polymer
 - 25 according to claim 5.